Draft PR for Discussion (Scott Mansfield, Ericsson)

This document [...]
communication [...]
announcemen[...]
behalf. Before s[...] [...]s
release is appr[...]

- Assess the topic and determine if and how it is newsworthy to your targeted audience. Ensure that the target audience and media will want to read a release on this topic.
- If there is a newsworthy opportunity, assess how the message should be communicated. What are the opportunities to use other tactics, such as social media and e-initiatives, as an alternative to issuing a release?

Please Note: In several cases, news releases may need to be reviewed by a number of parties, so please plan accordingly. These individuals may include:

- Subject-matter experts (for content accuracy)
- Quoted spokesperson/spokespeople (for content and quote tone/accuracy)
- Corporate Communications team for final input/review on tone and positioning

Press Release Questions

Headline Synopsis:

Type of Release:

_____	Award Announcement
_____	Conference Announcement
_____	IEEE Foundation Announcement
_____	Standards Announcement
_____	IEEE Milestone Announcement
_____	Other, please describe: _____

Is this to be a Joint announcement?   ___Yes   ___No

- *If yes, please provide*
  - *URL of partner company or organization*
  - *Name and contact information for the person most closely linked to the news.*
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***Summa*rize top two key messages for announcement:**
   a)
   b)

Interview Questions (please answer all questions with as much detail as possible, feel free to attach supporting documents, links to websites, etc. for more information)

1. Why is this news important?

Management models are important for technologies to be usable in a virtualized and orchestrated system. NETCONF/YANG provide a protocol and modeling language to support the automation of management related to IEEE 802.1 protocols.

2. When will this happen?

On-going. The first IEEE YANG was published in 2018 and there several projects underway (3 have completed by the time this Press Release would go out)

3. What audience is this announcement focused towards?

Network Engineering Operations community and Equipment Vendors.

4. Are any other IEEE societies or OUs involved?

IEEE 802.1, IEEE 802.3 IEEE 1588 and IEE 1906.1 are all using YANG.

5. Are there any relevant industry trends associated with the announcement?

Automation of Network Management, Orchestration, and Virtualization.

6. Is there anything unique or special about the announcement? (First issue of publication, First annual conference, etc.)

New standard published. Pointers to previous publications and the ecosystem engagement is also mentioned.

7. Please provide a quote or key points to be attributed to IEEE and/or relevant executives, along with full title, if available.

IEEE Engagement in Standard Network Management Model Ecosystem

XX November 2020

IEEE, the world's largest technical professional organization dedicated to advancing technology for humanity, and the IEEE Standards Association (IEEE-SA), today announced the publishing and availability of IEEE 802.1Qcx-2020—IEEE Standard for Local and metropolitan area networks—Bridges and Bridged Networks—Amendment: YANG Data Model for Connectivity Fault Management. YANG is a formalized data modeling language that can be used by widely accepted protocols used to simplify network configuration such as NETCONF and RESTCONF. Development of a YANG datamodel for manageable entities specified in IEEE 802.1QTM leverages the flexibility and
extensibility of YANG to ensure interoperability, helping to streamline industry network management practices and save on time and costs.

"IEEE 802.1Qcx-2020 provides an industry standard YANG data model for Connectivity Fault Management that can be used for Operations, Administration, and Maintenance of 802.1 bridges," said Marc Holness, editor, of the standard.

Today's announcement shows significant progress in YANG engagement in IEEE 802.1. Previously published work includes IEEE 802.1Qcp-2018—IEEE Standard for Local and metropolitan area networks—Bridges and Bridged Networks—YANG Data Model and IEEE 802.1X-2020—IEEE Standard for Local and metropolitan Area Networks—Port-Based Network Access Control.

"IEEE 802.1Qcp enables state-of-the-art network management and configuration of bridging equipment through YANG data models, enabling dynamic network programmability," said John Messenger, vice chair, IEEE 802.1 Working Group. "The standard amendment builds upon an industry-wide recognition that YANG has emerged as the basis for ensuring interoperability for next-generation network management systems."

"IEEE 802.1X-2020 defines the YANG model for Port-based network access control allowing a network administrator to restrict the use of IEEE 802 LAN service access points to secure communication between authenticated and authorized devices," said Mick Seaman, "Security Task Group Chair and Editor".

YANG is the data modeling language of choice for the IEEE 802.1 community, there are several projects that are implementing YANG and for each new IEEE 802.1 project, YANG is considered if there are management aspects. There are also other IEEE working groups like IEEE 1588 and IEEE 1906.1.

IEEE 802.1 coordinates with the IETF and ITU-T to remain on top of advancements in the NETCONF/YANG ecosystem and to ensure the usability of the models.

The 802.1Qcx-2020 and 802.1X-2020 are available for purchase -→ here.

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Deployment of technology defined by IEEE 802® standards is already globally pervasive, driven by the ever-growing needs of data networks around the world. New application areas are constantly being considered that might leverage IEEE 802 standards in their networks from wireless, through twisted-pair cabling, to fiber-optic cabling solutions. To better address the needs of all of these areas, IEEE 802 standards are constantly evolving and expanding. The success of IEEE 802 standards—from their inception through today—has been based upon their fair, open and transparent development process.

To learn more about IEEE-SA or about any of its multitude of market initiatives visit us on Facebook, follow us on Twitter, connect with us on LinkedIn or on the Beyond Standards Blog.

About the IEEE Standards Association
The IEEE Standards Association, a globally

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8.   Will this person be available for media interviews upon request?

9.   Have they been media trained or will they require a quick overview?

Upon completion, please submit this form to Fran Tardo, IEEE Corporate Communications, at f.tardo@ieee.org.

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